



## *AOT in Action*

### **TOURISM WORKS FOR ARIZONA!**

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

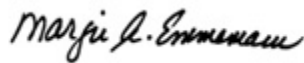
#### **A Message from the Director:**

Good morning.

Last week, I was joined by several Arizona tourism industry partners in Washington, D.C. for the 2<sup>nd</sup> Annual Travel Leadership Summit, where we met with the Arizona congressional delegation to help advocate on critical tourism issues. Due to our advocacy efforts Representatives Ed Pastor, 4<sup>th</sup> district; Raul Grijalva, 7<sup>th</sup> district; and Rick Renzi, 1<sup>st</sup> district, have agreed to sign on as co-sponsors of the Travel Promotion Act. This is great news for the travel industry as the Travel Promotion Act will help communicate America's travel policies to international visitors and help welcome more overseas travelers, creating new jobs and new tax revenue. Other representatives within our congressional delegation are positioned to join our efforts in the coming weeks. For more details on the Travel Promotion Act, please review the **Industry News** section of *AOT in Action*.

Also, this week marks the 10<sup>th</sup> anniversary that AOT has sponsored the Arizona Showcase in Hermosillo, Sonora, Mexico. For years this great event has played a vital role in our marketing efforts to the Mexican visitor, which is a tremendously important visitor segment to Arizona. By promoting fall and holiday shopping, attractions and accommodations all throughout the Grand Canyon State, both residents and travel professionals of Hermosillo and Ciudad Obregon learn a great deal about what our state has to offer as a visitor destination. With the Arizona Showcase, travel agents, tour operators, media representatives and the public get to experience a dynamic tradeshow with numerous exhibitors and destination marketing organizations on hand to spotlight their visitor destination. Additionally, participants get to experience an energetic fashion show featuring important members of local society as the models. Also, every year we partner with a local charity who receives the proceeds from the exciting event. This is a great event that has proven to be a tremendous return on investment for us and we are thrilled to be celebrating the 10<sup>th</sup> anniversary.

Have a great week.



Margie A. Emmermann  
Director  
Arizona Office of Tourism

## Trippin with AOT

### Sponsorships Available for UK Advertising Campaign

AOT has developed a joint marketing campaign in conjunction with Funway Holidays in the UK. This will be a state-wide campaign highlighting the diversity of Arizona as a destination for UK travelers. This nationwide promotion will run over a three week period beginning October 22nd and will reach more than 20,000 consumers and 2,500 travel agencies through both on-line and print advertising. If you are a destination marketing organization (DMO) that is interested in participating, please contact Hylton Fothergill for more information at 602-364-3706 or via-e-mail at [hfothergill@azot.gov](mailto:hfothergill@azot.gov).

## Industry News

### Travel Industry Pushes Congress on Travel Bills

Travel industry leaders from across the U.S. are in Washington this week to urge federal policymakers to take action on several travel-related issues. The second annual Travel Leadership Summit, hosted by the Travel Industry Association and the Travel Business Roundtable, kicked off Wednesday and winds up today with visits by delegates with various members of the House and Senate. Industry officials met Wednesday to prepare counter arguments against the Travel Promotion Act of 2007 when they visit Capitol Hill today. Officials will argue that the federal government promotes other products and industries and thus should be supportive of bringing visitors to the U.S., said Geoffrey Freeman, executive director of the Discover America Partnership, which is spearheading lobbying efforts for the legislation. The Travel Promotion Act would communicate America's travel policies and welcome more overseas travelers, creating new jobs and new tax revenue. "Over the next two days, Washington will know there is a travel industry," said TIA President and CEO Roger Dow. Last night, travel industry officials from 25 states held separate dinners for members of Congress, guests and staff. A total of 38 Representatives and 14 Senators have signed on as co-sponsors of the legislation. (*A TA Special Report*)

Rep. Sam Farr, D-Calif., and Jon Porter, R-Nev., co-chairs of the Congressional Travel and Tourism Caucus, introduced a bill in the House Wednesday that would provide \$50 million in matching grants to tourism entities specifically to bolster inbound travel to the U.S. Under the bill, called The Improving Public Diplomacy through International Travel Act, \$50 million of the State Department budget would be earmarked for the program. During a press conference on Capitol Hill, Farr said the funding was needed to counter negative perceptions of the U.S. that have emerged throughout the world in the years following the 9/11 terrorist attacks.

Farr and Porter were joined at the press conference by a number of industry officials, including Roger Dow of TIA, Charles Merin, president of the Business Travel Roundtable, Bill Hardman, president of the Southeast Tourism Society, Rossi Ralenkotter, president of the Las Vegas Convention and Visitors Authority, Jim Santini, legislative counsel for the National Tour Association, and Caroline Beteta, executive director of the California Travel and Tourism Commission, who voice support for the matching grant program. (*Special to TA; Travel Weekly.com, 9/26; Las Vegas Review-Journal.com/Business*)

### **Congressman Kolbe to Chair CANAMEX**

Governor Napolitano announced that she has appointed former Congressman Jim Kolbe to chair the CANAMEX Corridor Task Force. In addition to his role as chair, Kolbe will serve with Victor Mendez, director of the Arizona Department of Transportation, as a representative for the CANAMEX multi-state coalition. "Congressman Kolbe will do an excellent job chairing the CANAMEX Task Force," Governor Napolitano said. "He understands the importance of international trade, and his experience in government is a valuable asset. I have no doubt Jim will take CANAMEX to the next level." The CANAMEX Corridor is a trade route from the Mexican states of Sonora, Sinaloa, Nayarit, and Jalisco through the U.S. states of Arizona, Nevada, Utah, Idaho and Montana and into the Canadian province of Alberta. The intention of the corridor is to strategically invest in infrastructure and technology to increase competitiveness in global trade, create jobs and maximize competitiveness within the region. Kolbe served as the representative for Arizona's 8th district for 22 years, first taking office in January of 1985. The district covers all of Cochise County and parts of Pima, Pinal and Santa Cruz counties. Prior to his experience in the U.S. House of Representatives, he was an Arizona State Senator and served in the United States Navy. Kolbe is replacing Peter Woog, who resigned in June. Woog oversaw the Corridor's initial development. Under Woog's leadership, the Coalition and Task Force championed the Hoover Dam Bypass, a critical infrastructure link in the Corridor and is credited with the allocation of \$2.1 million for FAST lanes at the Mariposa Port of Entry.

### **Congratulations to Arizona Winners at the International Festivals and Events Association Conference!**

AOT was well represented at the 52<sup>nd</sup> Annual International Festivals and Events Association (IFEA) Convention and Expo. IFEA is the "premier" association supporting festival and event professionals. The conference was held September 18-21, 2007 in Atlanta, Georgia. Brian Lang, Visitor Services Manager attended the conference on behalf of AOT. During the conference, IFEA announced the winners to the coveted Haas & Wilkerson Grand Pinnacle Awards, which recognizes the best all-around events in marketing, creativity, programming, and sponsorship efforts. Two Arizona cities were awarded. The City of Peoria was awarded for best cover design for an event, best overall sponsorship program for an event, and best sponsor of an event. The Downtown Tempe Community won for best event website, best newspaper insert/ best ad series for an event, and best t-shirt design for an event. Congratulations for the winners!

### **World's Best Spas**

Readers of Travel + Leisure weigh in on their choices of the best destination and hotel spas throughout the world. Among the selections, which appear in the magazine's October issue, out this week, are Mii Amo, A Destination Spa, in Sedona, Ariz., selected as the No. 1 destination spa; and the Four Seasons Resort, Jackson Hole, Wyo., named the No. 1 hotel spa in the U.S. and Canada. In addition, editors identified 10 spas to watch among a list of up-and-coming spas. (*Travel + Leisure, Oct.*)